

Notice of Allowability

Application No.

09/628,465

Examiner

John L Young

Applicant(s)

HAITSUKA ET AL.

Art Unit

3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 6/16/2004.
2. ☒ The allowed claim(s) is/are 1-11 and 18-23.
3. ☒ The drawings filed on 31 July 2000 are accepted by the Examiner.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
 - * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
6. ☒ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO-1449 or PTO/SB/08),
Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☐ Interview Summary (PTO-413),
Paper No./Mail Date _____
7. ☐ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____

JOHN LEONARD YOUNG, ESQ.
PRIMARY EXAMINER

[Signature]
9-3-2004

Art Unit: 3622

NOTICE OF ALLOWABILITY (PAPER # 9/3/2004)

CLAIM STATUS

1. Claims 1-11, 18-23 are pending.
Claims 12-17 & 24-27 are canceled by Applicant.

CLAIM REJECTIONS — 35 U.S.C. §103(a)

2. **Rejections Withdrawn.**

REASONS FOR ALLOWABILITY

3. The Applicant has sufficiently shown that the elements of claims 1-11, 18-23 have multiple implementation details not disclosed in the prior art of record.

Independent claims 1, 4 & 18 substantially recite in part a “click-through record including the time the user performed the click-through, the date the user performed the click through, geographic location data of the local device, an advertisement identifier code associated with the advertisement, a user identifier code associated with the user, and a sponsor identifier code associated with the sponsor. . . .” Support for these elements and limitations is found in the specification of the instant invention at least at pp. 20 & 37-39.

There is no showing of *prima facie* obviousness that either a given reference or a combination of references exist which contain elements in an inclusive arrangement as

Art Unit: 3622

claimed in the instant invention. Therefore, the prior art references of record do not precisely teach or suggest the combination of elements of the instant invention. Therefore, the instant invention as claimed in independent claims 1, 4 & 18 is not anticipated by the prior art of record. Furthermore, the prior art references of record do not implicitly, individually or in combination disclose elements that would have rendered the claimed elements and limitations in the instant invention obvious to one of ordinary skill in the art at the time of the invention.

Dependent claims 2-3, 5-11 & 19-23 are allowable because they depend from independent claims which contain allowable subject matter.

CONCLUSION

4. Any response to this action should be mailed to:

Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Any response to this action may be sent via facsimile to either:

(703) 746-7239 or (703) 872-9314 (for formal communications EXPEDITED PROCEDURE) or (703) 746-7239 (for formal communications marked AFTER-FINAL) or (703) 746-7240 (for informal communications marked PROPOSED or DRAFT).

Serial Number: 09/628,465

(Haitsuka et al.)

4

Art Unit: 3622

Hand delivered responses may be brought to:

Seventh floor Receptionist
Crystal Park V
2451 Crystal Drive
Arlington, Virginia.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to John L. Young who may be reached via telephone at (703) 305-3801. The examiner can normally be reached Monday through Friday between 8:30 A.M. and 5:00 P.M.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber, may be reached at (703) 305-8469.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group receptionist whose telephone number is (703) 305-3900.



John L. Young

JOHN LEONARD YOUNG, ESQ.
PRIMARY EXAMINER

Primary Patent Examiner

September 3, 2004